

SMV Tourism Marketing District

Profit Loss (Budget vs. Actual)

July through December 2022

	<u>Jul - Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
41000 · TMD Assessments	346,580.42	780,000.00	-433,419.58	44.43%
41050 · City Admin Fee	-6,978.31	-15,600.00	8,621.69	44.73%
46000 · Interest Income	10.76	100.00	-89.24	10.76%
Total Income	<u>339,612.87</u>	<u>764,500.00</u>	<u>-424,887.13</u>	<u>44.42%</u>
Gross Profit	<u>339,612.87</u>	<u>764,500.00</u>	<u>-424,887.13</u>	<u>44.42%</u>
Expense				
60200 · Administration	48,521.26	109,200.00	-60,678.74	44.43%
60500 · Contingency Fund Set Aside	0.00	0.00	0.00	0.0%
64000 · Marketing				
60100 · Account Management	15,600.00	63,500.00	-47,900.00	24.57%
64010 · Media Placement	97,397.54	160,000.00	-62,602.46	60.87%
64015 · SEO / Media Management	24,000.00	48,000.00	-24,000.00	50.0%
64020 · Photo / Video Assets	19,700.00	44,000.00	-24,300.00	44.77%
64080 · Creative Development	27,565.90	50,000.00	-22,434.10	55.13%
64100 · Social Media / Email / Content	59,785.03	115,800.00	-56,014.97	51.63%
64280 · Local Event Grants	0.00	10,000.00	-10,000.00	0.0%
64340 · Memberships & Subscriptions	10,560.00	10,500.00	60.00	100.57%
64450 · Public Relations / Influencer	35,204.36	94,500.00	-59,295.64	37.25%
64500 · Research & ROI Tracking				
64510 · Research & ROI - STR Reports	4,471.20	5,000.00	-528.80	89.42%
64520 · Research & ROI - Projects	5,354.27			
64530 · Research & ROI - Reporting	0.00	0.00	0.00	0.0%
Total 64500 · Research & ROI Tracking	<u>9,825.47</u>	<u>5,000.00</u>	<u>4,825.47</u>	<u>196.51%</u>
64610 · FAMs / Promotions	186.52	15,000.00	-14,813.48	1.24%
64640 · Social Media	10,299.77			
64800 · Website Development	0.00	17,000.00	-17,000.00	0.0%
64900 · Miscellaneous/Contingency	0.00	22,000.00	-22,000.00	0.0%
Total 64000 · Marketing	<u>310,124.59</u>	<u>655,300.00</u>	<u>-345,175.41</u>	<u>47.33%</u>
65000 · Miscellaneous	2,067.00			
66700 · Professional Fees	10,000.00			
Total Expense	<u>370,712.85</u>	<u>764,500.00</u>	<u>-393,787.15</u>	<u>48.49%</u>
Net Income	<u><u>-31,099.98</u></u>	<u><u>0.00</u></u>	<u><u>-31,099.98</u></u>	<u><u>100.0%</u></u>